

Atty. Docket No. IBMI-05-053A

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JUL 10 2006IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF:

Reiner Kraft et al.

APPLICATION NO: 09/757,901

FILED: January 10, 2001

FOR: PERSONALIZED PROFILE BASED
ADVERTISING SYSTEM AND
METHOD WITH INTEGRATION OF
PHYSICAL LOCATION USING GPS

:

: GROUP ART UNIT: 3622

:

: EXAMINER: Daniel Lastra

I hereby certify that this document is being electronically or facsimile transmitted to the USPTO or deposited with the United States Postal Service as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on July 10, 2006.

By:


Jennie HeatonAMENDMENT AND REQUEST FOR RECONSIDERATION UNDER 35 U.S.C. 132
AND 37 C.F.R. 1.111Mail Stop RCE
COMMISSIONER FOR PATENTS
P.O. BOX 1450
ALEXANDRIA, VA 22313-1450

SIR:

Responsive to the Office Action dated April 17, 2006, Applicant respectfully requests reconsideration of the above-identified application in view of the following amendments and remarks.